

LifeLink[®]



“The Puerto Rico Experience with Organ Donation”

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**AMAT 19th Annual Conference
September 21, 2011**

“Energy, Innovation, Progress, Diversity”

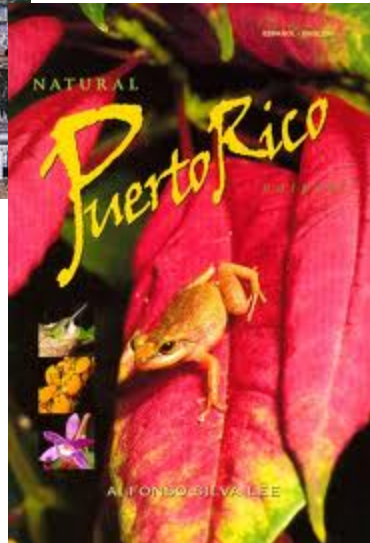
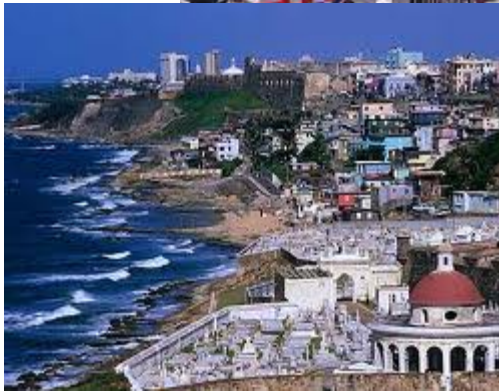
LifeLink of Puerto Rico (LLPR) DSA

- Only OPO designated to provide services to PR and USVI
- Serving 3.9 M population
- Geographical Area
 - 13,790 sq km, 100 x 40 miles, 1,033 miles to Florida
 - about 1,000 miles south and east of the closest point on the US mainland
- Part of Region 3-UNOS

LLPR DSA

- Government – Commonwealth of the U.S.
- Primary language – Spanish
- Religions
 - 85% Roman Catholic
 - 15% Protestant and others
- Smallest of the Greater Antilles, bordered by Atlantic Ocean and Caribbean Sea*
- Age Structure – 64% between 15-64 y/o
- Life expectancy – 78.5 yrs
- Median Age – 37.3 years

Puerto Rico



LLPR DSA

- Hospitals Served- 62 (1 Trauma Center)
- Transplant Programs -3
 - Heart
 - Kidney
 - Kidney-Pancreas
- Waiting list -1 12,069
 - Heart Transplant Program - 1
 - Kidney Transplant Program - 399
 - Kidney-Pancreas Program - 7



Historical Background of LLPR

- Established in 1994
- Transition from hospital-based OPO
- Only three LLPR employees
- Everyone did a little bit of everything
- Growth in staff and resources

The Multiplying Effect



1994

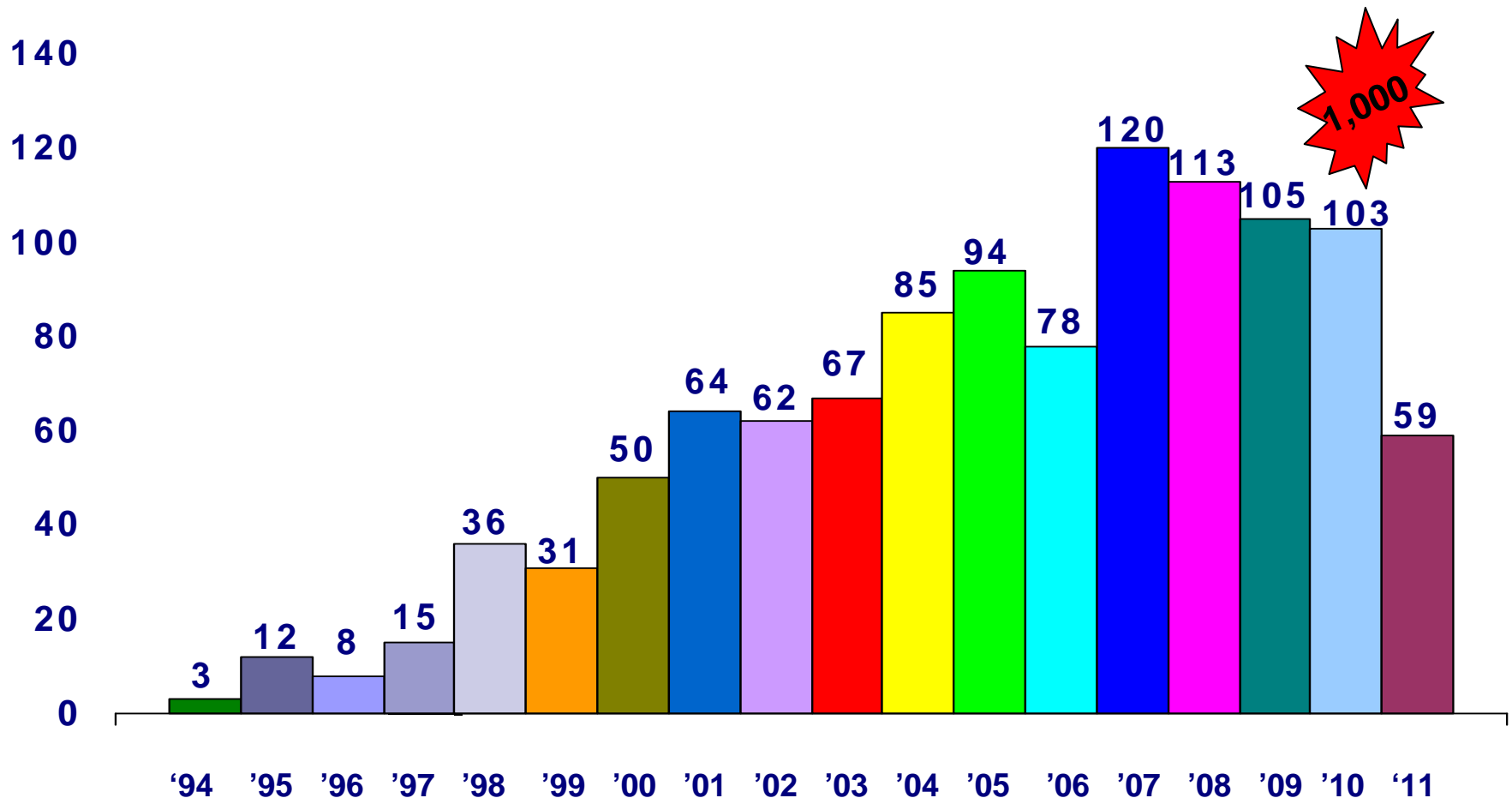


2003



2011

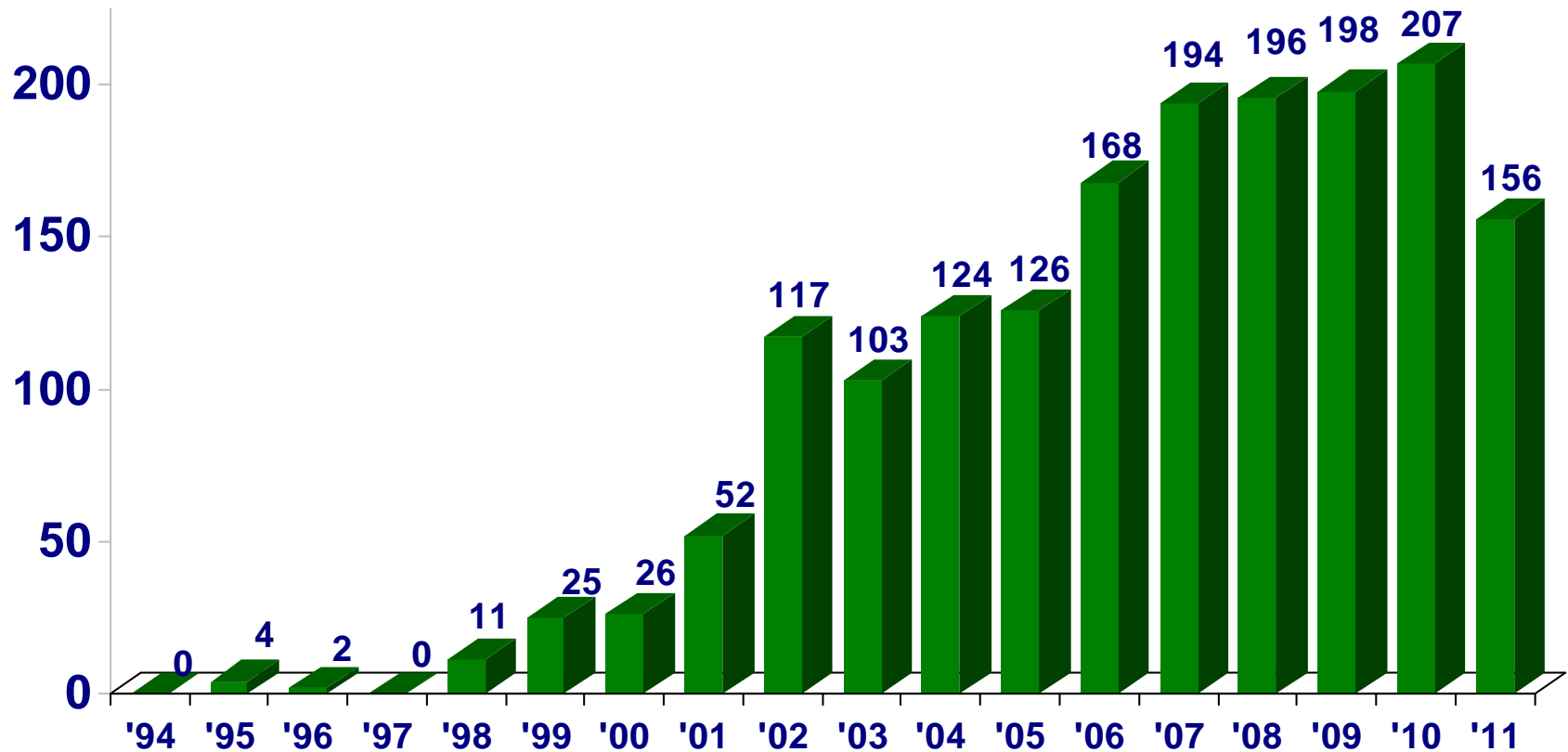
Organ Donors - Puerto Rico and USVI 1994-2011*



Total Organ Donors: 1,070

*Activity through 8/30/11

Tissue Donors - Puerto Rico and USVI 1994-2011*



Total Tissue Donors: 1,709

*Activity through 8/30/11



Our Realities and Unique Links: Hospital Development

- High level interaction with hospital leadership
- Increase in organ and tissue referrals
 - Visibility
 - One to one approach
- Strategic development of:
 - USVI
 - Western part of the island

Challenges

- Different culture
- Limited resources
- Political Structure
 - Constant changes impacts hospital administration and institutions
- Healthcare delivery system
- Geographical distance
 - Challenge in organ placement
- USVI

Challenges

- Realities at our hospitals
 - Availability of OR suites
 - OPO staff integration
- IHC, Liaison and Transplant Coordinator
 - Clinical triggers
 - Required labs not available in Puerto Rico
 - Less flight availability
 - Extended hours- more human resources
 - Increase risk of losing donor

Innovative Measures

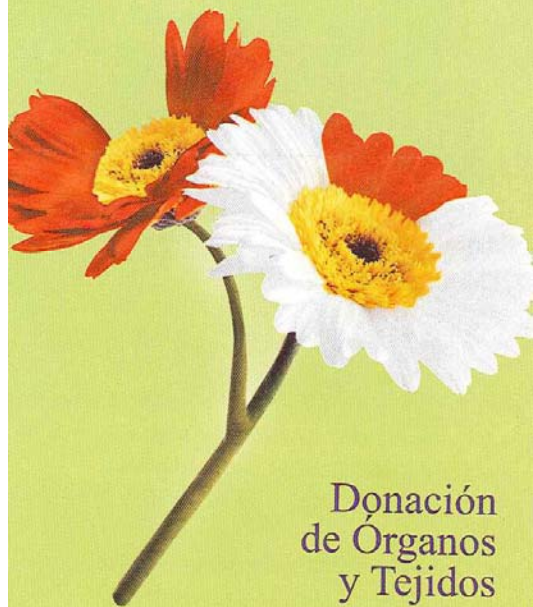
- Provide local recovery surgeon
- Distant coordinator
- Dedicated transporter
- Air transport arrangements
 - Where will the landing occur?
 - Small local airports
- Runners

Public Education

- Translation of existing promotional materials was not effective
- Use of focus groups
- “Comparte Vida” campaign
- Use of advertising agency



Comparte
vida



Donación
de Órganos
y Tejidos

Háblalo

con tu familia

Comparte
vida

LifeLink



LifeLink de Puerto Rico
1-800-558-0977



**HAZ UN REGALO
DE VIDA**

DONA TUS ORGANOS Y TEJIDOS

1-800-558-0977



Public Education

- First heart transplant
 - Impact on media and general public
- Religious leaders
 - Round tables
 - Presentations
 - Breakfast meetings
 - Press conference
- Newspaper articles

Public Education

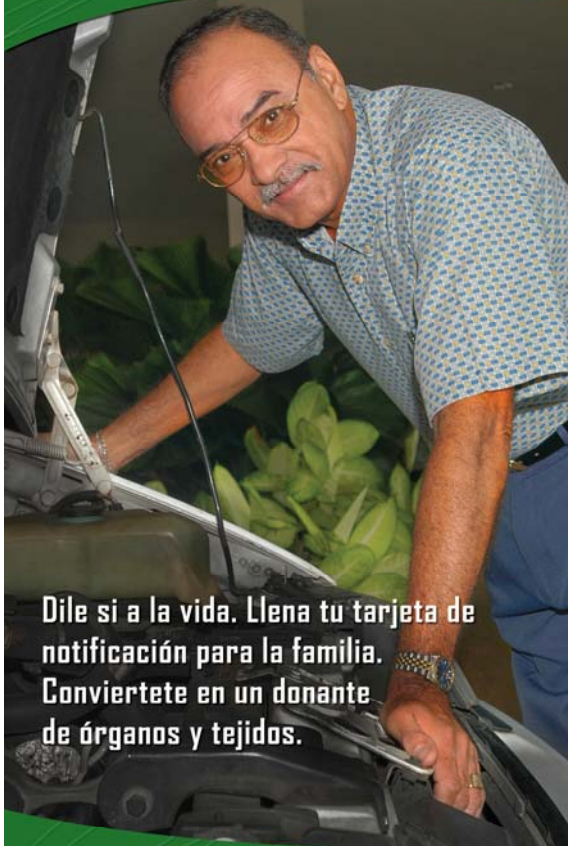
- Use of media material from Coalition on Donation (currently DLA) – “Done Vida” Brand (2005)
 - Donor designation stations
 - Testimonials / Appeal to emotions
 - New strategies



Puerto Rico

Donor Designation Stations

Estación de Designación para la Donación



Dile si a la vida. Llena tu tarjeta de notificación para la familia. Conviertete en un donante de órganos y tejidos.

LifeLink de PR
1-800-558-0977

Faustino Rosario, Carolina, PR
Trasplantado de Corazón



Dé gracias. Dé vida.



Puerto Rico



Las Caras de la Vida



Muestra fotográfica de pacientes puertorriqueños trasplantados.

Todos tenemos el poder de salvar vidas...



¡Done sus órganos y tejidos!
LifeLink de Puerto Rico
1-800-558-0977

Testimonials

Public Education

- Consistency in our Message
- Constant Media Exposure
 - Walk-a-thons
 - Ride for Life
 - 5K
 - 34 radio interviews in 30 days
- Promote integration with arts
 - Theater / Ballet / Concerts
 - Drawing contest
- Partnerships
 - Private companies (Los Cidrines, Overseas Press Club, CVS)
 - Municipalities



Volunteers

- 50 active volunteers
 - Metro and East
 - Southwest
- Monthly meetings
- Approximately 40 events per month
 - Health Fairs, information tables, presentations and testimonials



Our Cultural Diversity Leads Educational Campaign

“Puerto Ricans, who also commonly refer to themselves as boricuas, are largely the descendants of Europeans, Taínos, Africans or a blend of these groups which has produced a very diversified population.”

Source: Wikipedia - 05/09/2011



Media Impact on Donation

- More disclosure regarding donation
 - High profile cases
 - First heart transplant
 - Death of Ponce mayor (donor)
 - Lost bullets cases
 - NDLM & special events

= MORE DONORS



Donor Registry

- Bill 296 from December 25, 2002
 - No electronic donor registry
 - Next of kin consent for donation
- Bill 26 from March 4, 2011
 - Amendment to Bill 296
 - Electronic Donor Registry
 - First Person Consent
 - Change in approach / need to re-educate
- Registry launch Fall of 2011



The Gift of Life

Katie Killiam, liver & kidney recipient with donor dad first time they met. July 28, 2011.

**The miracle of donation;
two new families now, one
part of the other, thanks to
the gift of life.**

